

AMERICA'S FINEST LIGHTING FOR 1942

THE
FLUORESCENT
OF TOMORROW
... *TODAY*

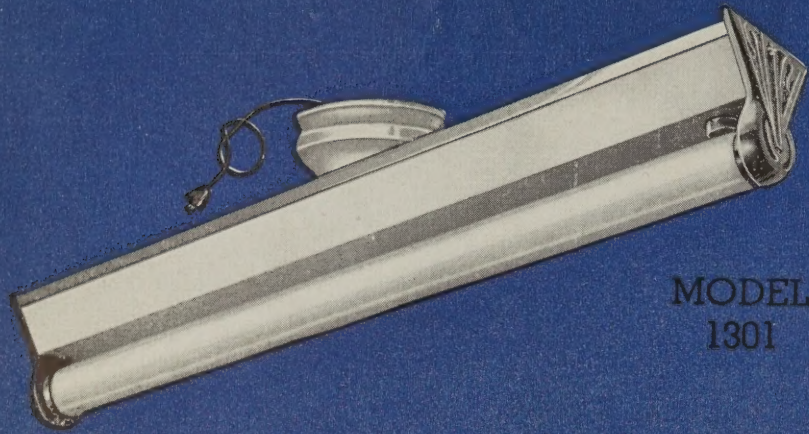


CHICAGO, U.S.A.

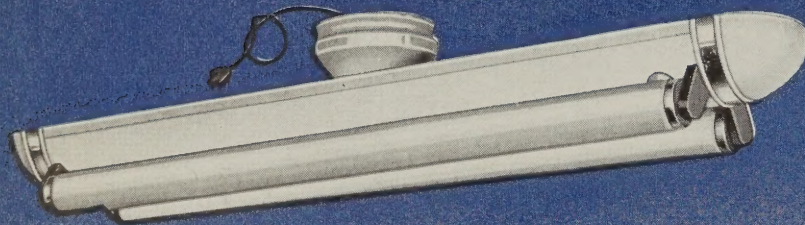
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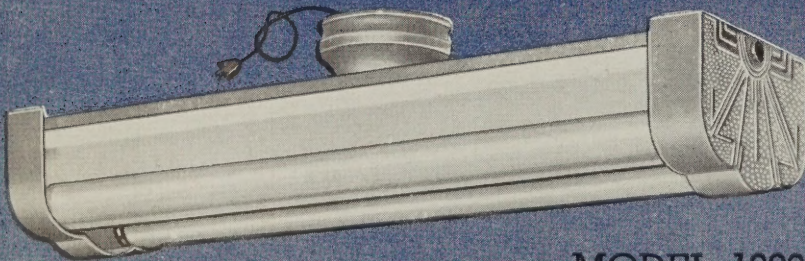
The Fluorescent of Tomorrow - Today



MODEL
1301



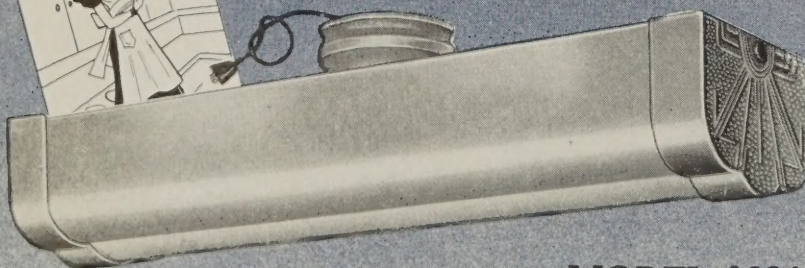
MODEL 1302



MODEL 1303

EASY TO INSTALL

Remove globe and
bulb from any 4"
or 6" holder.



MODEL 1304

Screw fixture plug
into socket, plug in
cord, adjust fitter
ring to holder and
tighten the set
screws.

MODEL 1301

"Modern" Kitchen Unit

Nowhere in Fluorescent Lighting today can you get SO MUCH for SO LITTLE as in this smartly designed, low cost unit that meets so many of the lighting requirements of every home.

Sturdily built of heavy gauge steel with modern cast metal ends; finished throughout in gleaming white SYNPOR enamel. Equipped with replaceable starter and ballast. Uses one T-12 20-Watt lamp; Operates on 110-125 volt, 60 cycle AC current; width 4"; overall length 25"; height 5 1/4"; shipping wt. 4 1/2 lbs; fits any 4" holder—individually packed. List price, less lamp.....

\$4.50

(West of the Rockies add 75c list)

MODEL 1302

"Streamliner" Kitchen Unit

A sleek, gracefully streamlined new design that "fits in" anywhere—kitchen, bedroom, bathroom, recreation room, laundry, garage—or wherever you want cool, comfortable, glareless illumination at modest cost.

Body is of heavy gauge steel, finished throughout in triplecoat white SYNPOR enamel with glistening chrome trim. Adaptor ring fits any 4" holder. Equipped with replaceable starters and ballasts. Uses two T-12 20-Watt lamps; operates on 110-125 volt, 60 cycle AC current. Width 4 1/2"; overall length 29"; height 5"; shipping weight 7 lbs. Individually packed. Sensationally priced less lamps at only.....

\$6.25

(West of the Rockies add 75c list)

MODEL 1303

"Econ-O-Lite" Kitchen Unit

with Plastic Ends

Here's new design, exquisitely proportioned and finished to harmonize with the architecture or furnishings of almost any interior. Molded plastic ends let the light glow through and eliminate dark spots and shadows.

Heavy gauge steel body construction. Reflecting surfaces are finished in durable white SYNPOR enamel. Adaptor fits either 4" or 6" holder. Equipped with replaceable starters and approved ballasts. Uses two T-12 20-Watt lamps; operates on 110-125 volt, 60 cycle AC current. Width 6 1/2"; overall length 25"; height 6"; shipping weight, 7 lbs. Individually packed. All parts used in this unit are Underwriters' Laboratories, Inc. approved.

\$7.85

List price, less lamps.....

(West of the Rockies add 75c list)

Model 1303PF—High Power Factor, list price, less lamps, \$11.35.

MODEL 1304

"Fluor-O-Plastic" Kitchen Unit

with Plastic Ends and Glareless Diffusing Shield

A beautifully designed ALL-PLASTIC fixture—translucent ends that let the light through and eliminate dark spots; translucent plastic diffusion shield that mellows the light to prevent surface brightness or glare. The mechanical features are the same as those of Model 1303 (above). Width 6 1/2"; overall length 25"; height 6" List price, less lamps.....

\$11.85

(West of the Rockies add 75c list)

Model 1304PF—High Power Factor, list price, less lamps, \$15.35.

The Fluorescent of Tomorrow - Today

MODEL 1305

Approved Kitchen Unit with Plastic Ends

A smartly styled fixture that keynotes a harmonious new trend in Fluorescent fixtures for the home. The attractively designed ends, molded in clear translucent plastic, let the light come through with a warm glow that dissipates dark spots.

Comes completely wired and equipped with ceiling holder and strap to fit any standard outlet box. Knockout is provided for switch or drop cord. Body is built of heavy gauge steel; reflecting surfaces are finished in triple-coat white SYNPOR enamel. Equipped with replaceable starters and approved ballasts. Uses two T-12 20-watt lamps; operates on 110-125 volt, 60 cycle AC current. Width 6½"; overall length 25"; height 6"; shipping weight, 7 lbs. Individually packed. Inspected and approved by the Underwriters' Laboratories, Inc. List price, less lamps.....

\$7.85

(West of the Rockies add 75c list)

Model 1305PF—High Power Factor, list price, less lamps, \$11.35.

MODEL 1306

Approved Kitchen Unit with Plastic Ends and Plastic Glareless Diffusing Shield

"Eye-appeal" hits a new high in this modern ALL-PLASTIC design—distinctively sculptured ends that transmit a beautiful glow of light and eliminate dark spots; a molded translucent diffusion shield that mellows the flood of clear daylight illumination—produces glareless light, kind to the eyes, as cool, soft and restful as natural daylight.

In mechanical design and construction this unit is like **Model 1305** (above); Width, 6½"; overall length, 25"; height, 6". Shipping weight 7 lbs. Inspected and approved by the Underwriters' Laboratories, Inc.

\$11.85

List price, less lamps.....

(West of the Rockies add 75c list)

Model 1306PF—High Power Factor, list price, less lamps, \$15.35.

MODEL 1307

A handsome fixture with translucent plastic ends equipped with 24" stem and canopy; mechanically the same as **Model 1305** (top of page). Width 6½"; overall length 25; height 4¼"; shipping weight 7 lbs. Inspected and approved by the Underwriters' Laboratories, Inc.

\$9.95

List price, less lamps.....

(West of the Rockies add 75c list)

Model 1307PF—High Power Factor, list price, less lamps, \$13.45.

MODEL 1308

Suspension Mounting

A beautifully designed commercial fixture with distinctive cast metal ends, satin silver finish. Its cool, clear, restful light is sufficiently diffused to eliminate glare and eyestrain; an easy light in which to work, a perfect light for color determination or inspection of merchandise.

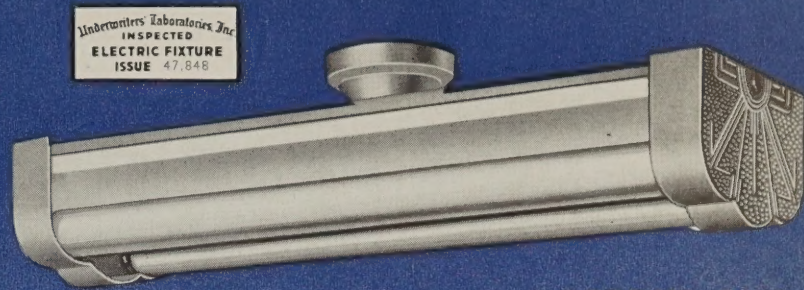
Body is of heavy gauge steel; reflecting surfaces are finished in triple-coat white SYNPOR enamel. Equipped with replaceable starters and approved ballasts. Uses four T-12 20-watt lamps; operates on 110-125 volt, 60 cycle AC current. Width 9¾"; overall length 25"; height 5¾"; shipping weight, 15 lbs. Individually packed. Inspected and approved by the Underwriters' Laboratories, Inc.

\$19.95

List price, less lamps.....

(West of the Rockies add \$1.50 list)

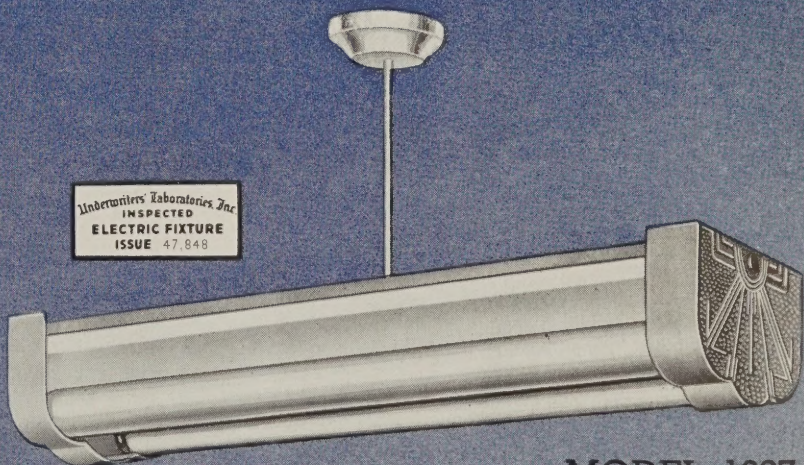
Model 1308PF—High Power Factor, list price, less lamps, \$26.95.



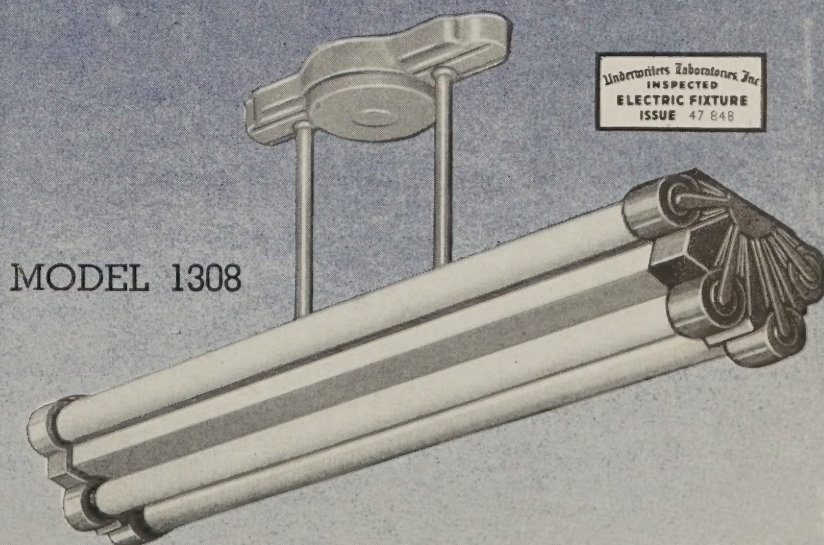
MODEL 1305



MODEL 1306

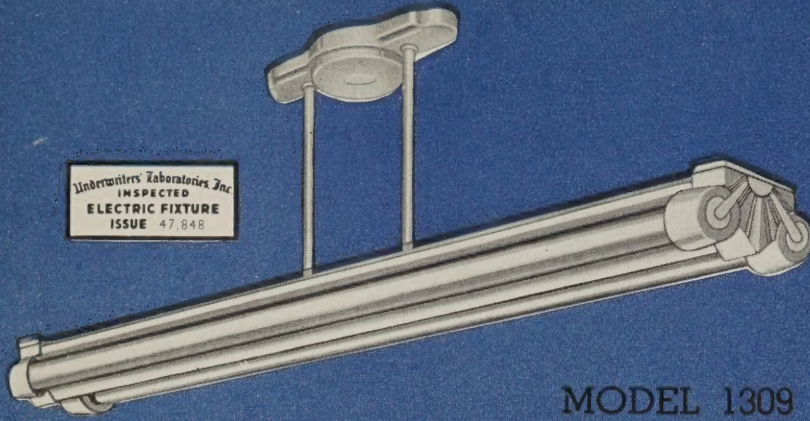


MODEL 1307

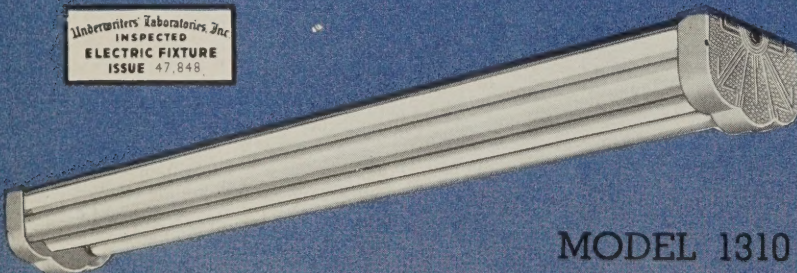


MODEL 1308

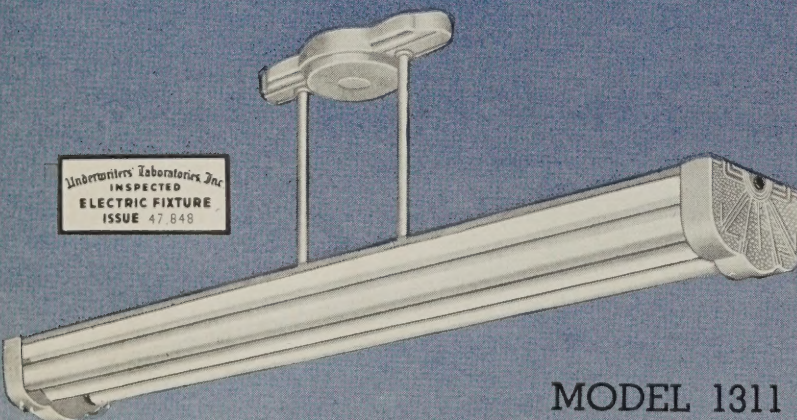
The Fluorescent of Tomorrow — Today



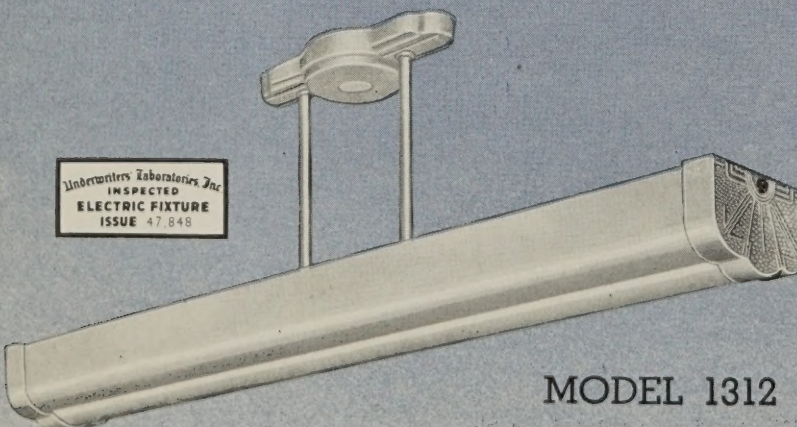
MODEL 1309



MODEL 1310



MODEL 1311



MODEL 1312

MODEL 1309

(Suspension Mounting)

An exclusively designed fixture with modern end plates, cast in strong, light weight alloy metal and finished in satin-silver, to give it unusual beauty and distinction.

The body is of heavy gauge steel. Reflecting surfaces are finished in durable baked white enamel for maximum efficiency. Has 24" stems and canopy. Equipped with replaceable starters and approved two-lamp ballasts to eliminate stroboscopic flicker. Uses two T-12 40-watt lamps; operates on 110-125 volt, 60 cycle AC current. High Power factor corrected 95% or over. Width 7 1/8"; overall length 49"; height 3 3/8"; shipping weight, 19 lbs. Individually packed. Inspected and approved by the Underwriters' Laboratories, Inc.

\$20.50

List price, less lamps.....
(West of the Rockies add \$1.50 list)

Model 1309-A. Same as above
for flush mounting

\$18.95

(shipping weight 16 lbs.).....
(West of the Rockies add \$1.50 list)

MODEL 1310

(Flush Mounting with Translucent Plastic Ends)

A truly distinctive fixture with translucent molded plastic ends that permit the light to glow through softly and eliminate all dark spots and shadows.

Comes completely wired and equipped for flush mounting. Body is durably constructed of heavy gauge steel. Reflecting surfaces are finished in triple-coat white SYNPOR enamel. Equipped with replaceable starters and approved two-lamp ballasts; no stroboscopic flicker. Uses two T-12 40-watt lamps; High Power factor corrected 95% or over. Operates on 110-125 volt, 60 cycle AC current. Width 6 1/2"; overall length 49"; height 4 1/4"; shipping weight 16 lbs. Individually packed. Inspected and approved by the Underwriters' Laboratories, Inc. List price, less lamps.....

\$18.95

(West of the Rockies add \$1.50 list)

MODEL 1311

(Suspension Mounting)

Identical in every respect with **Model 1310** (above) except that it is equipped with two 24" stems and canopy, finished in satin-aluminum, for suspension mounting. Width 6 1/2"; overall length 49"; height 4 1/4"; shipping weight 19 lbs.

\$19.95

List price, less lamps.....
(West of the Rockies add \$1.50 list)

MODEL 1312

(Suspension Mounting-Glareless Plastic Shielded)

The translucent plastic ends and the molded translucent plastic diffusion shield are combined in this unit for striking beauty and matchless lighting efficiency; no dark spots or shadows — no surface glare — just an abundance of cool, soft, penetrating illumination that is kind to the eyes and flatters everything it touches.

The mechanical features are the same as those of **Model 1310** (second above). Width 6 1/2"; overall length 49"; height 4 1/4"; shipping weight 19 lbs.

\$26.95

List price, less lamps.....
(West of the Rockies add \$1.50 list)

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MODEL 1313

(Suspension Mounting)

You will appreciate the flashing beauty of this distinctive unit—the artistically sculptured design of the end plates, cast in sturdy, light weight metal, satin-silver finish; the advanced engineering and distinctive styling; the higher levels of lighting it gives you; the cool comfort and the current-economy with which it operates.

The body is of heavy gauge steel. Reflecting surfaces are finished in baked white SYNPOR enamel. Has 24" stems and canopy finished in satin-aluminum. Equipped with replaceable starters and approved two-lamp ballasts; no stroboscopic flicker. Uses four T-12 40-watt lamps; operates on 110-125 volt, 60 cycle AC current. High Power Factor Corrected, 95% or over. Width 9 3/4"; overall length 49"; height 5 3/4"; shipping weight 40 lbs. Individually packed. *Inspected and approved by the Underwriters' Laboratories, Inc.*

\$35.95

List price, less lamps.....
(West of the Rockies add \$2.00 list)

Model 1313-A—Same as above
for flush mounting
(shipping weight 37 lbs.)

\$33.95

(West of the Rockies add \$2.00 list)

MODEL 1314

(Flush Mounting with Translucent Plastic Ends)

You will find in this new ultra-modern unit a combination of all of those fine features that spell V A L U E in Fluorescent Lighting—plus the advantage of translucent molded plastic ends that let the light glow through and eliminate dark spots.

Completely wired and equipped for flush mounting. Body is durably built of heavy gauge steel. Reflecting surfaces are finished in sparkling white SYNPOR enamel. Equipped with replaceable starters and approved two-lamp ballasts; no stroboscopic flicker. Uses four T-12 40-watt lamps; High Power Factor Corrected 95% or over. Operates on 110-125 volt, 60 cycle AC current. Width 9 3/4"; overall length 49"; height 5 7/8"; shipping weight 37 lbs. Individually packed. *Inspected and approved by the Underwriters' Laboratories, Inc.*

\$32.95

List price, less lamps.....
(West of the Rockies add \$2.00 list)

MODEL 1315

(Suspension Mounting)

Identical in every respect with **Model 1314** (above) except that it is equipped with two 24" stems and canopy finished in satin-aluminum for suspension mounting. Width 9 3/4"; overall length 49"; height 5 7/8"; shipping weight 40 lbs.

\$33.95

List price, less lamps.....
(West of the Rockies add \$2.00 list)

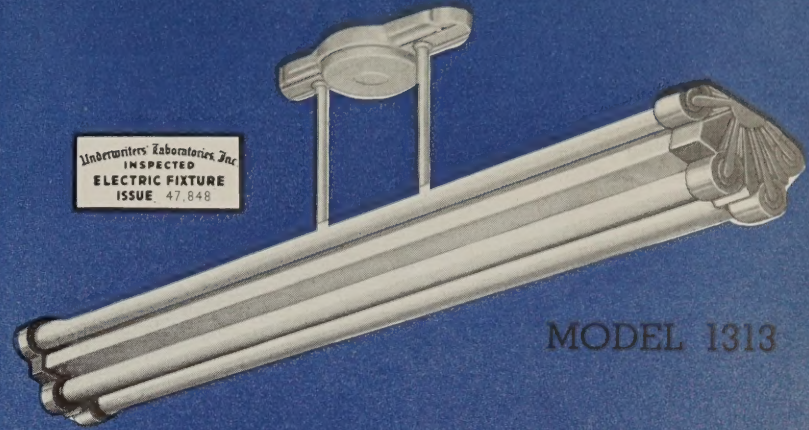
MODEL 1316

(Suspension Mounting—Glareless Plastic Shielded)

Here, exquisitely formed in translucent plastics, is the beautiful and practical Fluorescent fixture that meets every commercial requirement. The translucent plastic ends eliminate dark spots; the molded translucent shield eliminates glare; floods the whole light area with a near-perfect illumination. The mechanical features are the same as those of **Model 1314** (second above). Width 9 3/4"; overall length 49"; height 5 7/8"; shipping weight 40 lbs. List price, less lamps.....

\$44.50

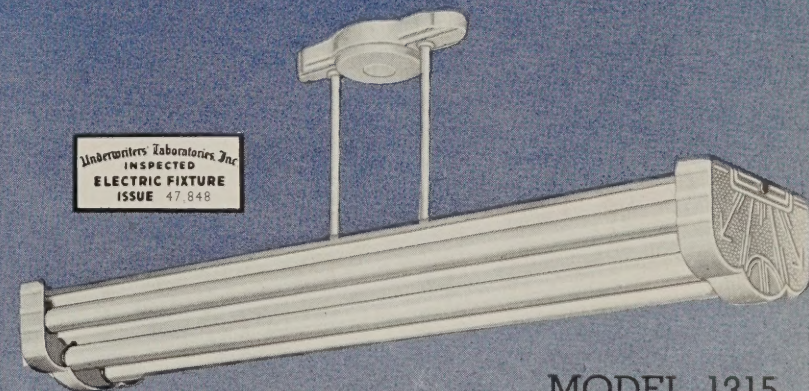
(West of the Rockies add \$2.00 list)



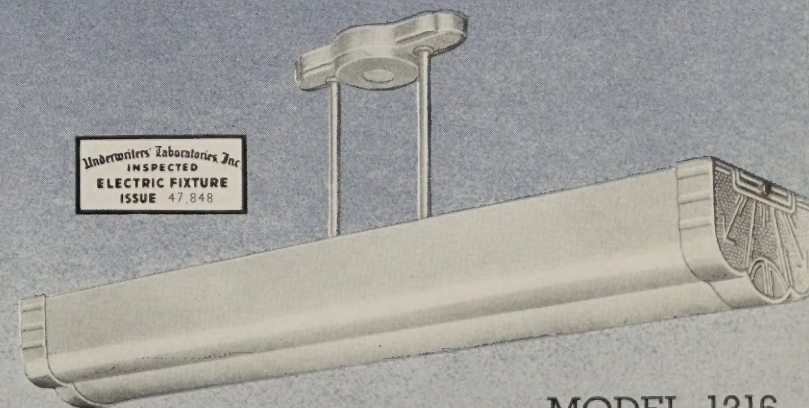
MODEL 1313



MODEL 1314



MODEL 1315

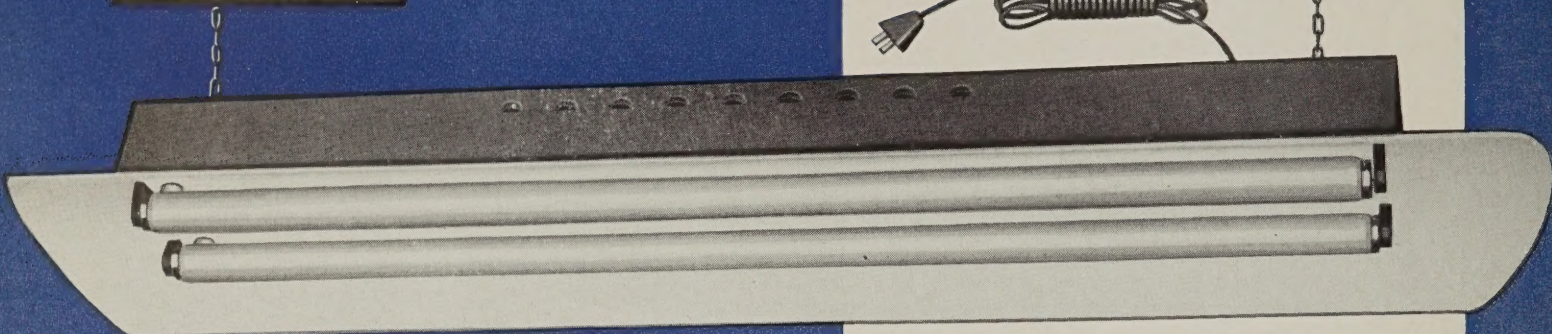
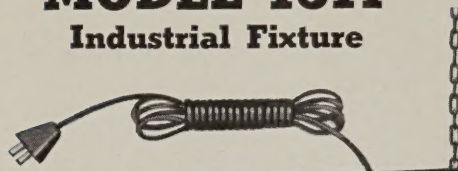


MODEL 1316

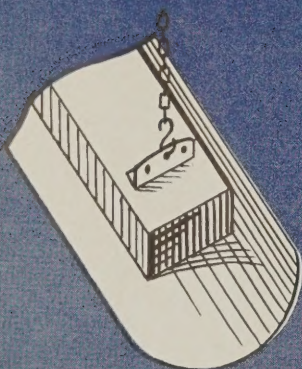
The Fluorescent of Tomorrow — Today

Underwriters' Laboratories, Inc.
INSPECTED
ELECTRIC FIXTURE
ISSUE 47,848

MODEL 1317 Industrial Fixture



A SCIENTIFICALLY engineered unit that meets every commercial and industrial need for high levels of cool, effective, general or directional lighting. Unsurpassed for high intensity lighting over work benches, machines and production lines — or for efficient window lighting.



At Left: Detail showing rust-proof bracket for straight or asymmetric hanging. Hang at any angle by shifting the S-hooks from one hole to another.

Entire unit solidly formed from heavy gauge steel. Comes completely equipped with lead wires, two 5-ft. lengths of chain, and 4 S-hooks. Approved cord and rubber plug furnished in addition — at no extra cost—reflector is finished in durable white SYNPOR enamel; exterior in durable baked aluminum, equipped with replaceable starters and approved two-lamp ballasts that eliminate stroboscopic flicker. Operates on 110-125 volt, 60 cycle AC current. Uses two T-12 40-watt lamps. High Power Factor Corrected, 95% or over; width 11¼"; overall length 60"; height 6½"; shipping weight 32 lbs.

Individually packed.

List price, less lamps.....

\$20.50

For pull chain switch add 75c net.

(West of the Rockies add \$2.00 list)

CHANNEL LIGHTING

Made of heavy gauge steel, completely equipped, ready for installation; removable starters and approved ballasts. Durable outside satin-aluminum finish; reflectors finished in triple-coat white SYNPOR enamel. Knockouts are provided for conduit suspension. Operate on 110-125 volt, 60 cycle AC current.

List Prices

Model 1318, for 15-watt lamp, less lamp...\$4.50

Model 1319, for 20-watt lamp, less lamp... 4.95

Model 1320, for 30-watt lamp, less lamp... 8.50

Model 1321, for 40-watt lamp, less lamp... 8.95

MODEL 1318—19" long. Shipping weight, 4 lbs.

MODEL 1319—25" long. Shipping weight, 4½ lbs.

MODEL 1320—37" long. Shipping weight, 8 lbs.

MODEL 1321—49" long. Shipping weight, 9½ lbs.

For High Power Factor add \$3.00 list.

When ordering, specify "PF" after model number.

(All units on this page are inspected and approved by the Underwriters' Laboratories, Inc.)

The Fluorescent of Tomorrow - Today

MODEL 1401 — Desk Lamp

Operates on AC-DC—Power Factor Corrected...

This is the FEATURE lamp value of a distinguished line—well made, good looking, equipped for AC-DC operation, 95 to 100% power factor corrected at no extra cost. Despite its amazingly low cost it has every practical feature essential to good appearance, durability, and cool, effective, eye-saving illumination.

All-metal construction; finished throughout in attractive brown wrinkle with brass trim. Instantaneous manual type switch. New "Military Motif" shade design; reflector finished in triple-coat white SYNPOR enamel, easy to clean. Uses one T-12 14-watt lamp; operates on 110-125 volt, 50 or 60 cycle AC or DC current. Overall length 19"; height 12"; shipping weight 9 lbs.

List price, less bulb.....

(West of the Rockies add 75c list)

\$6.50

MODEL 1402 — Desk Lamp

A handsome, new, modernly designed lamp, very rich in finish, trim and appointments. The streamlined base and the broad brass trimmed standards are exceptionally beautiful. The shade is scientifically designed for maximum lighting efficiency; may be tilted to any angle convenient for the user.

All-metal construction; popular brown wrinkle finish throughout with polished brass trim. Instantaneous manual type switch. Reflector is finished in durable white SYNPOR enamel; efficient, easy to clean. Swivel connections for angle adjustment of shade. Complete with fountain pen and well as standard equipment. Uses one T-8 15-watt bulb; operates on 110-125 volt, 60 cycle AC current. Equipped with plug-in ballast for silent operation. Overall length 18"; height 13"; shipping weight 12 lbs.

Individually packed.

List price, less bulb.....

(West of the Rockies add 75c list)

\$9.95

MODEL 1403 — Desk Lamp

A magnificent deluxe model, like Model 1402 (above) in mechanical design and construction, but luxuriously finished throughout in BANK BRONZE with polished brass trim—equipped with finest quality pen and pencil set.

List price, less bulb.....

(West of the Rockies add 75c list)

\$11.95

MODEL 1404 — Clamp-on Lamp

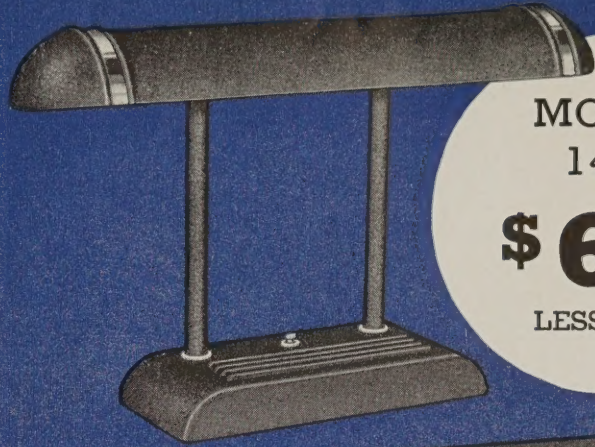
A practical and effective work light that combines utility, smart appearance and scientifically correct illumination. May be attached in a matter of seconds to desk, bench, table, or drawing board. Easily portable; adjustable in height to 18"; shade and arm swing to any desired position.

All-metal construction, attractively finished in brown wrinkle with brass trim. Reflector is finished in white SYNPOR enamel. Equipped with noiseless plug-in type ballast. Uses one T-8 15-watt bulb; operates on 110-125 volt, 60 cycle AC current. Overall length 18"; shipping weight 9 lbs. Individually packed.

List price, less bulb.....

(West of the Rockies add 75c list)

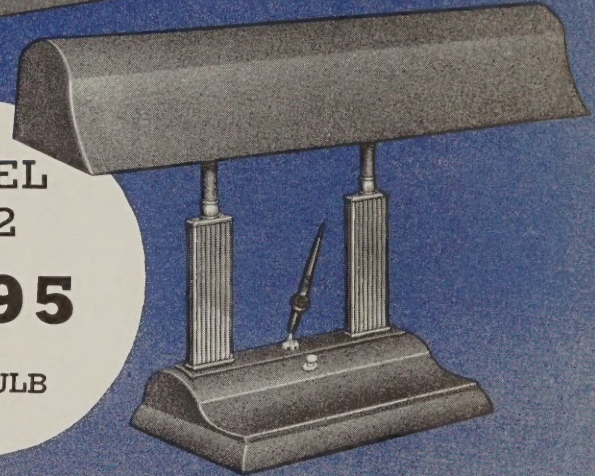
\$9.95



MODEL
1401

\$6.50

LESS BULB



MODEL
1402

\$9.95

LESS BULB



MODEL
1403

\$11.95

LESS BULB

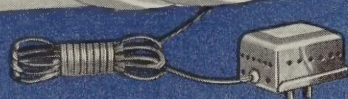


MODEL
1404

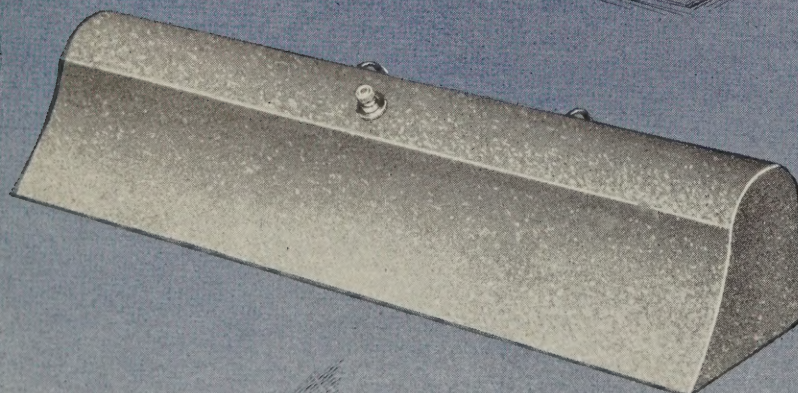
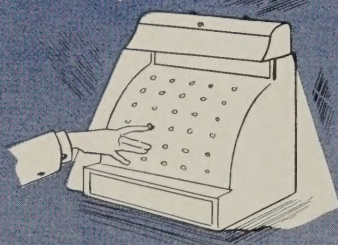
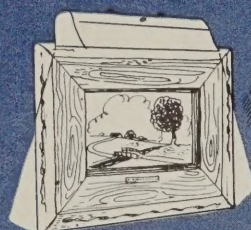
\$9.95

LESS BULB

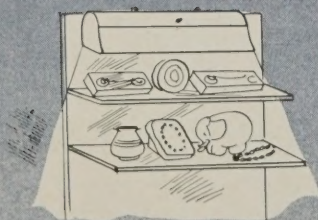
The Fluorescent of Tomorrow — Today



**MODEL
1405**



**MODEL
1406**



MODEL 1405 — Bed Lamp

With Molded Glareless Plastic Shield

As a modern bed lamp this superb little unit has EVERYTHING—smart styling, graceful design, a choice of harmonious colorings and a beauty that is all its own. It is the final word in true reading comfort, cool as a lake breeze and absolutely SILENT. The molded translucent plastic shield filters out the surface brightness; floods the reading area with mellow, softly diffused light that is clear but restful, free from eyestrain.

But it is more than just a beautiful bed lamp. There is a multitude of additional uses to which it is particularly well adapted; for example, the illumination of the shaving mirror, an oil painting, music stand, cash register, merchandise display, or wherever specific small areas are to be lighted without illumination of the surrounding areas.

Durable all-metal construction, finished in brown or ivory wrinkle with smooth decorative bands of the same color. Molded translucent plastic shield. Scientifically designed reflector is finished in durable white SYNPOR enamel for utmost efficiency. Hanging brackets are of pliable, rubber-covered metal, easily shaped to fit any contour. Equipped with plug-in ballast for silent operation. Easily portable; just plug it in anywhere and turn the switch. Operates on 110-125 volt, 60 cycle AC current. Uses one T-12 14-watt lamp. Individually packed: Width 4"; overall length 15"; height 3"; shipping weight 3¼ lbs.

List price, less bulb..... **\$5.95**

(West of the Rockies add 50c list)

MODEL 1406 — Bed Lamp

Operates on AC-DC—Power Factor Corrected

A practical low-cost unit that has all of the fine construction features essential to good lighting and long, useful service. All-metal construction, attractively finished in brown or ivory wrinkle; reflector finished in white SYNPOR enamel. Uses one T-12 14-watt bulb; operates on 110-125 volt, 50 or 60 cycle AC or DC current; POWER FACTOR CORRECTED AT NO EXTRA COST. Width 4"; overall length 15"; height 3"; shipping weight 3¼ lbs. Individually packed.

List price, less bulb..... **\$4.50**

(West of the Rockies add 50c list)